

May 27, 2008

Dear Chairman Martin,

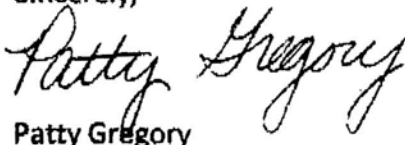
It is my pleasure to write to you about our positive community partnership with KEZK Radio in Saint Louis, Missouri. In 2001, Belleville, Illinois was going through some definite issues. Our downtown area was affected by the large mass exodus to the malls, housing values were dropping and businesses were not taking a "second look" at our community. A group of citizens dedicated to the city decided to put together an all volunteer event that would help promote the city of Belleville. That event was and is "Art on the Square", a nationally acclaimed fine art festival that debuted in 2002 and currently is ranked the "#1 Fine Art Show in America".

In 2001, KEZK Radio was approached as a major media partner during the planning stages of this event. Their positive contributions through public service announcements, has enriched the lives of many citizens of the metro-east area. Their continued support of this event in the past seven years has helped us to become the top ranked art show in the nation. Through their partnership, thousands of people have come to our city and revitalization of our downtown area has occurred. A seven million dollar streetscape is in the process of completion, new restaurants and businesses have opened, and sales tax revenues are increasing. People are taking a "second look" at Belleville which in turned has spurred development in other areas of the town. Lindenwood University from Saint Charles located to Belleville after visiting the first Art on the Square in 2002!

This event has changed the perception of our community. The positive impact that KEZK has had on the success of this event could never be measured. They have been able to donate airtime that has continued to make this event a success. That success has also enabled Art on the Square to develop an Artist in Residence program for local schools and a "Sculpture in the City" program. Over 40 schools in our area have been privileged to have an artist visit and work with the students, and since the inception of the sculpture program in 2007, over 15 pieces of sculpture has been donated to the city of Belleville.

We look forward to our future partnership with KEZK. Together we are helping to revitalize a community.

Sincerely,



Patty Gregory

Executive Director of Art on the Square